

India Ceiling Tiles Market By Material Type (Mineral Fiber, Metal, Gypsum, Plastic, Wood, Others), By Application (Residential, Commercial, Industrial), By End-User (Construction, Interior Design), By Installation Type (Suspended Ceiling Tiles, Directly Applied Ceiling Tiles), By Region, Competition, Forecast and Opportunities, 2020-2030F

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Abstracts

The India Ceiling Tiles Market was valued at USD 300.61 Million in 2024 and is expected to reach USD 451.13 Million by 2030 with a CAGR of 6.84% during the forecast period.

The India ceiling tiles market has witnessed substantial growth in recent years, driven by rapid urbanization, increased construction activities, and rising consumer awareness about aesthetics and functionality in interior spaces. The market encompasses a diverse range of products, including mineral fiber, gypsum, metal, plastic, and wood ceiling tiles, each catering to specific needs and preferences. The growing demand for energy-efficient and eco-friendly building materials has also influenced the market landscape, as consumers and builders alike seek sustainable solutions for their projects.

Urbanization in India has led to a surge in residential and commercial construction, fueling the demand for ceiling tiles. With a significant portion of the population moving to urban areas, there is an increased need for efficient space utilization and enhanced aesthetics in buildings. Ceiling tiles are increasingly recognized for their role in improving indoor air quality, acoustics, and thermal insulation, making them essential components in modern construction.

Moreover, the commercial sector is a key driver of market growth, with office spaces, retail environments, and hospitality sectors embracing innovative ceiling designs to create appealing atmospheres. The trend toward open spaces in offices, coupled with the need for noise control, has led to a rise in demand for acoustic ceiling tiles. Additionally, the growing interest in interior design and renovations among homeowners is propelling the residential ceiling tile segment.

Technological advancements and innovations have further propelled the market, with manufacturers focusing on producing lightweight, durable, and easy-to-install ceiling tiles. The emergence of smart ceiling systems, integrated with lighting and sound control features, is also gaining traction in the market. Moreover, the shift towards e-commerce platforms for building materials has enhanced accessibility for consumers, providing a wider range of options and competitive pricing.

Geographically, the market is witnessing growth across various regions, with South India leading due to its booming real estate sector and increasing disposable incomes. Other regions, such as North and West India, are also contributing significantly to the market growth, supported by government initiatives aimed at infrastructure development.

Key Market Drivers

Rapid Urbanization

India's rapid urbanization is one of the primary drivers of the ceiling tiles market. As more people migrate from rural to urban areas in search of better job opportunities and living standards, there is a corresponding surge in residential and commercial construction. The growing population in cities necessitates the development of new housing projects, offices, retail spaces, and infrastructure. Urban areas are characterized by high-density living, which often requires efficient space utilization and aesthetic considerations in design. Ceiling tiles play a crucial role in enhancing the visual appeal of interiors while also providing practical benefits such as sound insulation and thermal efficiency.

In metropolitan regions, there is a heightened demand for innovative and visually appealing ceiling solutions that can enhance the overall ambiance of spaces. With urban areas becoming increasingly competitive in attracting businesses and residents, architects and builders prioritize the incorporation of modern design elements, including

ceiling tiles. Additionally, government initiatives aimed at improving urban infrastructure, such as the Smart Cities Mission and various housing schemes, further drive the demand for ceiling tiles in both public and private projects.

As urban development continues to accelerate, the need for stylish and functional ceiling solutions will remain strong. This trend is expected to persist in the coming years, propelling the ceiling tiles market forward. The interplay between urbanization and construction activity creates a robust environment for the growth of ceiling tiles, positioning them as a critical component in modern architecture and design.

Growing Construction Industry

The growth of the construction industry in India significantly drives the ceiling tiles market. As one of the fastest-growing economies globally, India has seen a surge in construction activities across various sectors, including residential, commercial, and infrastructure development. The government's initiatives to boost housing projects and infrastructure, such as the Pradhan Mantri Awas Yojana (PMAY) and the National Infrastructure Pipeline (NIP), have further accelerated this growth.

In the residential sector, the increasing disposable income and changing lifestyles of the Indian population have led to a rising demand for well-designed homes. Homeowners are increasingly focusing on interior aesthetics, creating opportunities for ceiling tile manufacturers to offer innovative designs, textures, and finishes that appeal to modern consumers. Similarly, in the commercial sector, businesses are investing in creating attractive work environments to enhance employee productivity and customer experiences.

As the construction industry expands, the demand for lightweight, durable, and easy-to-install ceiling tiles has become more pronounced. Builders and contractors are looking for materials that not only meet aesthetic requirements but also comply with safety and environmental standards. The evolution of ceiling tiles to include features such as sound absorption, thermal insulation, and fire resistance further enhances their appeal in construction projects.

Rising Awareness of Interior Aesthetics

As consumer preferences evolve, the rising awareness of interior aesthetics has become a significant driver in the India ceiling tiles market. With the growing influence of interior design trends through social media, television, and online platforms,

homeowners and businesses are increasingly inclined to invest in the visual appeal of their spaces. The desire for stylish and modern interiors has prompted consumers to seek innovative ceiling solutions that complement their overall design concepts.

Ceiling tiles are recognized not only for their functional benefits, such as sound insulation and thermal performance but also for their ability to enhance the aesthetic value of a room. Homeowners are particularly interested in customizing their interiors to reflect their personal style, leading to a higher demand for decorative ceiling tiles with unique patterns, textures, and finishes. This trend is not limited to residential spaces; commercial establishments, including offices, restaurants, and retail outlets, are also focusing on creating inviting environments to attract customers and enhance brand identity.

Manufacturers are responding to this trend by developing a diverse range of ceiling tile designs, including those that mimic natural materials like wood and stone, as well as contemporary styles featuring bold colors and intricate patterns. Additionally, advancements in technology have enabled the production of lightweight and flexible ceiling tiles that can be easily installed and customized.

As awareness of the importance of interior aesthetics continues to rise, the ceiling tiles market is expected to flourish. This trend is likely to create opportunities for manufacturers to innovate and expand their product offerings, ultimately catering to the growing demand for aesthetically pleasing and functional ceiling solutions in both residential and commercial sectors.

Technological Advancements in Ceiling Tile Production

Technological advancements in the production of ceiling tiles are playing a crucial role in driving the market in India. Innovations in manufacturing processes and materials have resulted in the development of high-quality, durable, and lightweight ceiling tiles that meet modern building standards. These advancements have also allowed manufacturers to produce a wider variety of designs and finishes, catering to diverse consumer preferences.

For instance, the introduction of digital printing technology enables the creation of custom designs and patterns on ceiling tiles, providing homeowners and businesses with unique interior solutions. This level of customization has become increasingly popular, as consumers seek to personalize their spaces and make a statement through design. Additionally, improved production techniques have enhanced the acoustic

performance and thermal insulation properties of ceiling tiles, making them more effective in addressing the challenges of indoor environments.

Sustainability has become a key focus in the construction industry, and technological advancements have enabled the production of eco-friendly ceiling tiles made from recycled materials or sustainable sources. As consumers become more environmentally conscious, the demand for green building materials is expected to rise, further boosting the ceiling tiles market.

Manufacturers are also investing in research and development to create ceiling tiles that are resistant to moisture, fire, and other environmental factors, ensuring longevity and safety in various applications. This commitment to innovation not only improves product quality but also enhances the reputation of ceiling tiles as reliable building materials.

As technology continues to evolve, the ceiling tiles market in India is set to benefit from ongoing advancements that enhance functionality, aesthetics, and sustainability. This dynamic landscape presents numerous opportunities for manufacturers to differentiate themselves and capture a larger share of the growing market.

Key Market Challenges

Fluctuating Raw Material Prices

One of the primary challenges in the India ceiling tiles market is the fluctuation in raw material prices. The market relies on various materials, including mineral fiber, gypsum, metal, and wood. Prices for these materials can be volatile due to factors such as supply chain disruptions, changing tariffs, and global market trends. For instance, the COVID-19 pandemic severely impacted logistics and raw material availability, leading to increased costs. Manufacturers often face difficulties in maintaining profit margins when raw material prices rise unexpectedly. These fluctuations can hinder long-term pricing strategies, making it challenging for businesses to set competitive prices without sacrificing profitability. Additionally, higher costs can lead to increased prices for end consumers, potentially decreasing demand for ceiling tiles. Consequently, manufacturers must continually adapt to changing market conditions, which can strain operational resources and planning capabilities. This unpredictability in raw material costs necessitates a robust procurement strategy and the need for companies to explore alternative materials or suppliers to mitigate risk. Ultimately, the ability to manage and forecast raw material costs is crucial for sustaining growth and competitiveness in the ceiling tiles market.

Intense Competition

The India ceiling tiles market is characterized by intense competition among numerous players, including both established brands and new entrants. This competitive landscape leads to several challenges, particularly regarding pricing strategies and market differentiation. Many manufacturers offer similar products, making it difficult for companies to distinguish themselves in terms of quality, design, or innovation. As a result, pricing becomes a critical factor in attracting customers. Companies may engage in aggressive pricing strategies to capture market share, which can lead to reduced profit margins and unsustainable business practices. Furthermore, the entry of new players often results in oversaturation, further intensifying competition. Established companies may struggle to maintain their market position against newer entrants that offer competitive prices or innovative products. To remain relevant, businesses must invest in marketing, branding, and product development, which can strain financial resources. Additionally, customer loyalty can be difficult to establish in such a dynamic market, as consumers are often drawn to the best available deals rather than brand loyalty. As competition continues to grow, companies must develop unique value propositions, focus on quality, and innovate their product offerings to retain and attract customers effectively. This challenge necessitates strategic planning and investment in marketing initiatives to maintain a competitive edge.

Regulatory Challenges

Navigating the regulatory landscape is another significant challenge for the India ceiling tiles market. Manufacturers must comply with various regulations concerning product safety, environmental impact, and quality standards. These regulations can vary at the national, state, and local levels, creating complexity for companies operating in multiple regions. Compliance with standards related to materials used, fire resistance, and health impacts of the products is essential to avoid legal liabilities and ensure customer safety. However, the ever-evolving nature of regulations can create uncertainties for manufacturers, particularly those unprepared for sudden changes. Meeting compliance requirements may require significant investments in testing, certification, and quality assurance processes, placing a financial burden on smaller companies. The lack of awareness or understanding of regulatory requirements can lead to non-compliance, resulting in penalties and reputational damage. Companies that prioritize sustainable practices may face additional scrutiny regarding their environmental impact, requiring further adaptation to meet both regulatory and market expectations. Staying abreast of regulatory changes and implementing necessary adjustments can be resource-

intensive, diverting focus from core business operations. As the market continues to evolve, companies must prioritize compliance and sustainability to mitigate risks associated with regulatory challenges while also fostering consumer trust.

Changing Consumer Preferences

Changing consumer preferences present a dynamic challenge for the India ceiling tiles market. As consumers become more informed and discerning, their expectations for ceiling tiles are evolving, particularly concerning aesthetics, functionality, and sustainability. The growing trend towards eco-friendly materials and sustainable building practices has led to increased demand for products that align with these values. Consumers are now more inclined to choose ceiling tiles made from recycled or sustainable materials, putting pressure on manufacturers to innovate their offerings. Additionally, preferences for modern designs and customizable options are influencing product development. Traditional ceiling tiles may not meet the aesthetic aspirations of contemporary consumers, necessitating the creation of stylish, versatile, and adaptable products. As a result, manufacturers must continually research and understand changing consumer trends to remain relevant. This challenge requires businesses to invest in design innovation, product differentiation, and marketing strategies that effectively communicate their value propositions. Failure to adapt to these evolving preferences can lead to declining sales and market share, as consumers may turn to competitors that better meet their needs. The fast-paced nature of consumer preferences further emphasizes the need for manufacturers to remain agile and responsive to market changes while fostering customer engagement and loyalty.

Economic Slowdowns

Economic fluctuations pose a significant challenge for the India ceiling tiles market. Periods of economic slowdown can lead to reduced construction activities and declining consumer spending, directly impacting the demand for ceiling tiles. Construction projects, whether residential or commercial, may be delayed or scaled back during economic uncertainty, leading to decreased orders for ceiling tiles. This reduction in demand can create excess inventory for manufacturers, resulting in financial strain and necessitating cost-cutting measures. Moreover, the impact of inflation can further exacerbate the situation, as rising costs for raw materials and labor can lead to increased prices for ceiling tiles. As consumers and businesses tighten their budgets during economic downturns, they may prioritize essential purchases over discretionary spending, impacting sales in the ceiling tiles market. In such scenarios, manufacturers must adapt their strategies to remain competitive, often requiring them to focus on cost

efficiency, operational optimization, and targeted marketing efforts. Additionally, building strong relationships with contractors and developers can help secure orders during challenging economic times. The ability to navigate economic fluctuations while maintaining customer loyalty and market presence is crucial for long-term success in the ceiling tiles market.

Key Market Trends

Increasing Demand for Eco-Friendly Materials

The trend towards sustainability is significantly influencing the India ceiling tiles market, as consumers and builders become more environmentally conscious. With growing concerns about climate change and the impact of construction on the environment, there is a shift towards eco-friendly materials. Manufacturers are responding by producing ceiling tiles made from recycled materials, natural fibers, and low-VOC (volatile organic compounds) products, appealing to health-conscious consumers.

The Indian government's initiatives to promote sustainable construction practices have further accelerated this trend. Green building certifications like LEED (Leadership in Energy and Environmental Design) encourage the use of sustainable materials, driving demand for eco-friendly ceiling tiles. As a result, manufacturers are investing in research and development to create innovative products that meet these standards.

Eco-friendly ceiling tiles offer benefits beyond sustainability. They often provide improved indoor air quality, which is becoming increasingly important in both residential and commercial spaces. Consumers are looking for products that contribute to healthier living environments, thus enhancing the overall appeal of eco-friendly options.

The rise in awareness regarding energy-efficient building solutions is prompting builders to consider the thermal insulation properties of ceiling tiles. Eco-friendly tiles that provide superior insulation can lead to reduced energy consumption, further appealing to environmentally conscious consumers.

Technological Advancements and Smart Ceiling Solutions

The adoption of advanced technologies in the India ceiling tiles market is reshaping traditional designs and functionalities. Manufacturers are increasingly focusing on integrating smart technology into ceiling solutions, which enhances the aesthetic and functional value of the product. Smart ceilings can incorporate features such as

integrated lighting systems, sensors for temperature and humidity control, and sound absorption capabilities.

The rise of smart homes and the Internet of Things (IoT) has influenced consumer expectations regarding building materials. Homeowners and businesses are seeking products that not only provide aesthetic appeal but also enhance the overall functionality of their spaces. For instance, smart ceiling tiles that can adjust lighting based on the time of day or occupancy levels are gaining popularity, as they contribute to energy savings and increased convenience.

Advancements in materials technology have enabled the development of lightweight, durable ceiling tiles that are easier to install and maintain. Manufacturers are investing in research and development to create products that combine innovation with practicality, ensuring that they meet the evolving needs of consumers.

In the commercial sector, businesses are increasingly opting for ceiling solutions that enhance acoustics and improve overall workspace quality. Smart ceiling tiles with sound-absorbing properties can help create quieter environments, making them ideal for open-office layouts.

Growth of the Residential Sector

The residential construction sector in India is experiencing robust growth, significantly impacting the ceiling tiles market. Rising disposable incomes, urbanization, and a growing middle class are driving increased investments in home construction and renovations. This trend is bolstered by government initiatives aimed at promoting affordable housing and urban development, leading to a surge in demand for aesthetically pleasing and functional ceiling solutions.

Homeowners are increasingly recognizing the importance of interior design in creating comfortable and visually appealing living spaces. Ceiling tiles are no longer seen as mere functional components; they are now integral to the overall aesthetic of a home. As a result, there is a growing demand for decorative ceiling tiles that offer various designs, colors, and textures.

DIY (do-it-yourself) culture is gaining momentum among Indian homeowners, with many opting for home improvement projects that include ceiling renovations. The availability of a wide range of ceiling tiles on e-commerce platforms has made it easier for consumers to access and purchase products suited to their preferences. This shift is

encouraging homeowners to explore various design options, contributing to the growth of the residential segment.

As more people invest in home renovations to enhance the functionality and aesthetics of their living spaces, the demand for high-quality ceiling tiles is expected to rise. The trend towards open-concept living spaces, which often require effective sound insulation and design integration, further drives the demand for innovative ceiling solutions.

Rising Demand for Acoustic Ceiling Tiles

The increasing awareness of noise pollution and its impact on health and productivity is driving the demand for acoustic ceiling tiles in the India market. With the rapid urbanization and growth of commercial spaces, such as offices, retail establishments, and educational institutions, the need for effective sound management solutions has become paramount. Acoustic ceiling tiles help absorb sound, reduce noise levels, and create more conducive environments for work and learning.

In commercial settings, open-office layouts are becoming more prevalent, which can lead to increased noise levels and distractions. As a response, businesses are actively seeking acoustic solutions that enhance privacy and comfort. Acoustic ceiling tiles are specifically designed to mitigate sound transmission, providing a quieter and more productive workspace. This trend is particularly significant in sectors such as IT, corporate offices, and educational institutions, where a focused environment is crucial.

The growing emphasis on employee well-being and productivity is prompting organizations to invest in workplace design, including the integration of acoustic ceiling solutions. Companies recognize that a comfortable work environment directly affects employee satisfaction and performance, leading to higher retention rates.

In the residential segment, homeowners are also becoming more conscious of soundproofing, especially in urban areas where external noise can be disruptive. Acoustic ceiling tiles that combine aesthetics with functionality are gaining popularity among consumers looking to create peaceful living spaces.

Segmental Insights

Material Type Insights

Gypsum segment dominated in the India Ceiling Tiles market in 2024, due to several

compelling factors that align with both consumer preferences and industry trends. Gypsum ceiling tiles are renowned for their superior acoustic properties, which make them ideal for both residential and commercial applications. As urban areas become increasingly congested, noise pollution has emerged as a significant concern, prompting builders and homeowners to prioritize sound-absorbing materials. Gypsum tiles effectively mitigate noise levels, making them a preferred choice in environments like offices, schools, and hospitals.

Gypsum ceiling tiles are celebrated for their aesthetic versatility. They can be easily molded into various shapes, designs, and finishes, enabling architects and interior designers to create visually appealing spaces. This flexibility in design is especially attractive in the growing residential sector, where homeowners are keen on personalizing their interiors. The availability of gypsum tiles in a wide range of textures and colors further enhances their appeal, making them suitable for diverse interior themes. The increasing focus on sustainable building materials has contributed to the popularity of gypsum. Gypsum is a natural material that is environmentally friendly and recyclable, aligning with the growing trend towards sustainable construction practices. This resonates well with the changing consumer mindset, as more individuals seek products that minimize their ecological footprint. Furthermore, the ease of installation and maintenance associated with gypsum ceiling tiles is a significant advantage. They are lightweight, which simplifies handling and installation, reducing labor costs and time. Gypsum tiles also have inherent fire-resistant properties, adding an extra layer of safety, particularly in commercial buildings.

Regional Insights

South India dominated the India Ceiling Tiles market in 2024, due to a combination of economic growth, urbanization, and changing consumer preferences. This region, which includes key states like Tamil Nadu, Karnataka, Andhra Pradesh, and Kerala, has witnessed robust economic development and a surge in construction activities, both residential and commercial. Rapid urbanization in cities like Bangalore, Chennai, and Hyderabad has led to increased demand for modern infrastructure, creating a significant market for ceiling tiles.

One of the primary drivers of this growth is the booming real estate sector in South India. With a growing population and rising disposable incomes, there has been a significant rise in housing projects, including apartments and villas. This demand is further fueled by government initiatives promoting affordable housing, which necessitate the use of efficient building materials like ceiling tiles. The increasing trend towards

aesthetically appealing interiors has also led to a preference for ceiling tiles that can enhance the overall look and feel of residential and commercial spaces.

South India is known for its thriving industrial sector, particularly in areas like IT, manufacturing, and hospitality. These sectors often require sophisticated interior designs, driving demand for high-quality ceiling tiles that offer durability and aesthetic value. The region's emphasis on sustainability also aligns with the growing preference for eco-friendly materials, and many manufacturers are focusing on producing green ceiling tiles that resonate with environmentally conscious consumers. The availability of skilled labor and advanced manufacturing facilities in South India enhances the production capabilities of ceiling tile manufacturers, enabling them to meet local and regional demand effectively. In summary, the dominance of South India in the India Ceiling Tiles market in 2024 can be attributed to economic growth, urbanization, a booming real estate sector, and a focus on sustainability, positioning the region as a key player in the market landscape.

Key Market Players

Saint-Gobain Gyproc India Limited

Armstrong World Industries (India) Private Limited

Knauf India Private Limited

Ecolite Industries Limited

Rockwool India Private Limited

Balaji Gypsum Private Limited

Havwoods India Private Limited

Pioneer India Developers Private Limited

Sas International Private Limited

Cox India Limited

Report Scope:

In this report, the India Ceiling Tiles Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Ceiling Tiles Market, By Material Type:

Mineral Fiber

Metal

Gypsum

Plastic

Wood

Others

India Ceiling Tiles Market, By Application:

Residential

Commercial

Industrial

India Ceiling Tiles Market, By End-User:

Construction

Interior Design

India Ceiling Tiles Market, By Installation Type:

Suspended Ceiling Tiles

Directly Applied Ceiling Tiles

India Ceiling Tiles Market, By Region:

North India

South India

West India

East India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Ceiling Tiles Market.

Available Customizations:

India Ceiling Tiles Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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